

1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFALGAR 9-2343

| january | | | | | | | july | | | | | | |
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| february | | | | | | | april | | | | | | |
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File Copy
5/16/55

8 EAST 77th STREET
NEW YORK 21, N. Y.

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|--|--|---------------------------------------|
| <u>WEEK ENDING FRIDAY, MAY 13, 1955</u> | | | |
| Friday May 13 11:00 A.M. | PRESS PREVIEW: FALL & WINTER COLLECTION Jonathan Logan's Fall and Winter collection, followed by 12:00 Noon buffet. By invitation. Publ: Ruth Hammer Assoc., 2 W. 59 St., EL.5-7874. | JONATHAN LOGAN, INC. | 1407 BROADWAY SHOWROOM - 26TH FL. |
| Beginning Friday May 13 | SHOWING OF TRANSITION COLLECTION "Cotton Incidentals"---presentation of Sporteens' transition collection of separates at continuous daily showings. Contact: LO. 4-4700. | SPORTEENS, INC. | 1359 BROADWAY SHOWROOM - 7TH FLOOR |
| May 14- May 21 | NATIONAL LUGGAGE & LEATHER GOODS WEEK. Contact: Betty Fryman, 220 Fifth Ave., LE. 2-3960. | | |
| Saturday May 14- May 23 | INTERIOR DECORATION AND WINDOW DISPLAY Traditional and contemporary rooms; also, prize winning display by students. Open to public. Contact: Dorothy Tyroler, CO. 5-2077. | TRAPHAGEN SCHOOL OF FASHION | 1680 BROADWAY (AT 52ND STREET) |
| May 15- May 19 | FIRST N.Y. INTERNATIONAL TRADE FAIR AT LEXINGTON AVE, ARMORY, 26TH ST. Exhibitors will show fabrics, fashions, machinery. Contact: MU. 7-6865. | | |
| <u>WEEK BEGINNING MONDAY, MAY 16, 1955</u> | | | |
| Monday May 16- June 30 8:30 A.M.- 10:00 A.M. | DISPLAY AND SHOWINGS: MILLIKEN FALL WOOLENS Annual display of Milliken's Fall woollens, with daily breakfast showings, 8:30 A.M. - 10:00 A.M., from May 16 to June 30. By invitation only. Publicity: Mrs. Keene Lamborn, 1407 Broadway, LO. 3-5200. | MILLIKEN WOOLENS | 1407 CLUB 1407 BROADWAY |
| Monday May 16- May 17 9:00 A.M.- 6:00 P.M. | EXHIBIT OF FABRICS FOR THE HOME "The Celanese Fresh View Point Exhibit Of Fabrics For The Home"---press preview, 9:00 A.M. to 6:00 P.M. on May 16 and 17. By invitation. Market and retail reviewing on weekdays, May 18 - June 17. Contact: Dorothy Wallace at Celanese, MU. 9-6000. | CELANESE CORPORATION OF AMERICA (180 MADISON) | 60 WEST 55TH STREET 2ND FLOOR |
| Monday May 16 12:00 Noon Luncheon | EIGHTEENTH ANNUAL AWARDS LUNCHEON Lord & Taylor will present the Eighteenth Annual Awards Luncheon. Price: \$6.50. Public Relations: Rea Lubar, WI. 7-3300. | LORD & TAYLOR | WALDORF-ASTORIA GRAND BALLROOM |
| Beginning Monday May 16 3:00 P.M. | OPENING OF SUMMER & FALL COLLECTION Helen de Huene will present her Summer and early Fall collection of tailored coats, suits, dresses - 3:00 P.M.-6:00 P.M. Contact: EL. 5-1337. | HELEN de HUENE | 21 EAST 57TH STREET SALON |

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| Monday May 16 5:00 P.M. Cocktails | UPHOLSTERY FABRICS & RUGS FROM FRANCE Press preview of French upholstery and rugs. By invitation. Trade showings from May 17 to May 20. Contact: Roland d'Albis, CO. 5-5676. | FRENCH EXPOSITIONS IN THE U. S., INC. | WALDORF-ASTORIA ASSEMBLY SUITE |
| Tuesday May 17 9:00 A.M. Breakfast | PREVIEW: SEPARATES & SPORTSWEAR FOR FALL Fall collection of separates and sportswear for "college, town and country", designed by Pembroke Squires and Frank Smith. <u>Showing at 9:30 A.M.</u> By invitation. Contact: Bernard Masket, BR. 9-7160. | MASKET BROS. | 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Tuesday May 17 9:30 A.M. And 3:30 P.M. | PREVIEW: WOMEN'S FALL LINGERIE, SLEEPWEAR Munsingwear will present Fall lingerie and sleepwear for women at two showings: <u>press breakfast at 9:30 A.M.</u> ; <u>resident buyers at 3:30 P.M.</u> By invitation. Contact: Rona Monell at Munsingwear, MU. 2-5580. | MUNSINGWEAR, INC. | 261 MADISON AVENUE SHOWROOM |
| Tuesday May 17 12:00 Noon Luncheon | PRESS PARTY TO INTRODUCE NEW PRODUCT Mr. R.N.W. Harris, president of The Toni Company, will invite the press to preview a new product during luncheon. By invitation only. Contact: Marion Hammon, The Toni Company, Merchandise Mart, Chicago, Illinois. | THE TONI COMPANY | HOTEL PIERRE ROOF GARDEN |
| Tuesday May 17 3:30 P.M.- 5:30 P.M. Cocktails | PRESS SHOWING OF MARTEX TOWELS Wellington Sears will invite the press to preview their new line of Martex towels. By invitation only. Publicity: Judith Mortenson, at Ellington & Co., 535 Fifth Avenue, MU. 7-4300. | WELLINGTON SEARS CO. INC. | CAFE NICHOLSON 323 E. 58TH STREET |
| Tuesday May 17 3:30 P.M.; 9:00 P.M. | 31ST ANNUAL FASHION COLLECTION Parsons' students will present fashions. Admission by ticket only. Prices: \$1.50, afternoon; \$2.00, evening. Contact: Dell Patrick, at Parsons, PL. 9-2214. | PARSONS SCHOOL OF DESIGN | 410 EAST 54TH STREET |
| Tuesday May 17 4:00 P.M.- 6:00 P.M. | PREVIEW OF FALL SEPARATES COLLECTION Cocktail preview for press and resident buyers of Haymaker separates, blouses and skirts. By invitation. Publ.: Terry Mayer, BR. 9-6560. | HAYMAKER (498 SEVENTH AVENUE) | HAMPSHIRE HOUSE THE COTTAGE |
| Beginning Tuesday May 17 | OPENING OF FALL COLLECTION Showing of Sportwhirl's Fall collection of separates and casual dresses, designed by Jeanne Campbell, at continuous daily showings. Contact: Chyna Lamonte, LO. 5-1445. | SPORTWHIRL, INC. | 498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR |
| Wednesday May 18 9:30 A.M. Breakfast | FALL COTTON PRESS PREVIEW "Seasoned by Skillman"--a group of "Twenty Degree" Cottons will be presented to the consumer press. By invitation. Contact: Marti Hopf, CH. 4-8109. | SKILMILL, INC. | 1407 BROADWAY SHOWROOM - 29TH FLOOR |
| Wednesday May 18 9:30 A.M. Breakfast | PREVIEW: VACATION CLOTHES FOR "CHUBBYS" Lane Bryant will invite the press to preview vacation clothes for "Chubby" girls. By invitation only. Publ.: Paula Miller, LE. 2-0200. | LANE BRYANT | 10TH FLOOR |

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| Wednesday May 18 4:00 P.M. | PREVIEW OF FALL COATS & SUITS Presentation of Fall coat and suit collection, styled by John Derro. By invitation only. Contact: Mrs. Sylvia Bernstein, LA. 4-9616. | GOLDBERG-WEISSMAN, INC. (530 SEVENTH AVENUE) | SHERRY NETHERLAND CRYSTAL ROOM |
| Thursday May 19 9:00 A.M. Breakfast | PREVIEW: INFANTS' & CHILDREN'S FASHIONS The William Carter Company will invite the press to preview their infants' and children's fashions for Fall and Winter. Showing at 9:30 A.M. By invitation only. Publ.: Lois Gifford, BBD&O, 383 Madison Ave., EL. 5-5800. | THE WILLIAM CARTER CO. | 100 PARK AVENUE SHOWROOM - 23RD FLOOR |
| Thursday May 19 10:30 A.M. | PREVIEW OF FALL COLLECTION Dressmaker Casuals will preview their Fall collection of coats, suits and ensembles by Scaasi. By invitation only. Publicity: Maxwell-Gray Fashion Service, 527 Lexington, PL. 3-5556. | DRESSMAKER CASUALS | 512 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Thursday May 19 12:00 Noon Luncheon | LUNCHEON FOR MAGAZINE EDITORS Necchi will entertain editors of women's magazines at a luncheon. By invitation only. Contact: Drucella Lowrie, WA. 4-7604. | NECCHI-ELNA | ESSEX HOUSE |
| Thursday May 19 4:30 P.M. Cocktails | "LES TROIS HIRONDELLES" Preview of Fall ready-to-wear dresses, coats and suits, designed in Paris by Basta, Madeleine Casalino, Jean Pierre Gattegno, Lempereur, B. Waser. By invitation. Trade showings from May 20 at 19 W. 57th St., (Charlotte Donadieu) PL. 3-8302. | FRENCH EXPOSITIONS IN THE U. S., INC. | 610 FIFTH AVENUE ROOM 414 |
| Friday May 20 9:30 A.M. Breakfast | PRESS PREVIEW OF HAND-KNIT FASHIONS Macy's will preview hand-knit fashions, styled by Nomotta. By invitation only. Customer showings: Wed., May 25 at 2:00 P.M.; Thurs., May 26 at 2:00 P.M. and 7:00 P.M.--Needlework Shop, 6th Floor. Publicity: Barbara Gray, CH. 4-2000, Ext. 2431. | MACY'S NEW YORK | 13TH FLOOR EXEC. DINING ROOM |
| Beginning Monday May 23 9:00 A.M.- 3:30 P.M. | PREVIEW OF FALL FASHIONS Fashions from Charm's August-September "Best Dressed Woman in the World" issues, featuring a promotion and display blueprint. Open to store buyers, merchandise managers, display directors, promotion executives, buying offices. <u>August</u> merchandise from May 23; <u>September</u> , from June 13. For appointments, contact Estelle Ellis, Promotion Director, PL. 9-2080. | CHARM MAGAZINE | 1384 BROADWAY CHARM SHOWROOM-18 FL. |
| Beginning Monday May 23 | OPENING OF EARLY FALL COTTON COLLECTION Showing of early Fall cotton collection by Lanz Originals. (Complete Fall collection opens June 6). Contact: Audrey Weymouth, OX. 5-3150. | LANZ ORIGINALS, INC. | 1407 BROADWAY SHOWROOM - 26TH FLOOR |
| Tuesday May 24 10:30 A.M. | PREVIEW: FALL COAT AND SUIT COLLECTION Seymour Fox will invite the press to preview his Fall coat and suit collection. By invitation. Trade showings, appointment only, at 10:00 A.M., June 7, 8, 9, 14, 15, 16, 21, 22, 24. Publicity: Sally McKay, LO. 4-3246. | SEYMOUR FOX | 512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR |

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| Tuesday May 24 12:15 P.M. Luncheon | PRESS PREVIEW: FALL CORDUROY COLLECTION "City Girl - Country Girl"--Cone Mills presents their Fall corduroy collection. By invitation only. Cone Mills Contact: Jane McCrory, WO. 6-3300. Publicity: Ruth Hammer Associates, 2 West 59th St., EL. 5-7872. | CONE MILLS, INC. (59 WORTH STREET) | HOTEL PIERRE COTILLION ROOM |
| Tuesday May 24 3:00 P.M. Champagne | PREVIEW OF FALL SKIRTS & SEPARATES Preview of Leyton's Fall collection of skirts and coordinates, designed by Jean Mersel. By invitation only. Contact: Ethel Barlow, PE. 6-2515. | LEYTON SPORTSWEAR, INC. | 1384 BROADWAY SHOWROOM - 16TH FLOOR |
| Tuesday May 24 3:00 P.M. | PREVIEW OF FALL DRESS COLLECTION Preview for press and resident buyers of Seymour Jacobson's daytime and evening fashions. By invitation. <u>Trade, beginning Tues., June 7, at 12:00 Noon daily.</u> Contact: CH. 4-3488. | SEYMOUR JACOBSON, INC. | 530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |
| Tuesday May 24 4:00 P.M. Cocktails | PREVIEW: FALL SUIT COLLECTIONS Preview of David Crystal suits and Lady Northcool suits. By invitation only. Publicity: Terry Mayer at David Crystal, BR. 9-6560. | DAVID CRYSTAL & LADY NORTHCool | HOTEL AMBASSADOR BALLROOM |
| Wednesday May 25 11:00 A.M. Aperitif | PRESS PREVIEW: FURS BY HUBERT DE GIVENCHY A preview of Hubert de Givenchy's Fall and Winter fur collection, designed for John F. Morris in New York. By invitation only. Publicity: Ruth Hammer Associates, 2 W. 59th St., EL. 5-7872. | JOHN F. MORRIS | HOTEL PLAZA STATE SUITE |
| Wednesday May 25 12:30 P.M. Luncheon | PARIS IMPORT FASHIONS BY TRICOSA Formal showing of suits, dresses, sweaters and separates by Tricosa of Paris, imported by Feder Fashions. Sponsored by M. Henri Beaujard, commercial counselor of France. By invitation only, for press and buyers. Publicity: Sue Gardner, 98 Riverside Drive, TR. 7-4952. | FEDER FASHIONS (16 EAST 52ND ST.) | HOTEL AMBASSADOR |
| Wednesday May 25 3:00 P.M. Champagne | PREVIEW OF FALL SPORTSWEAR Hand-tailored sportswear, skirts and coordinates, designed by Ruth Ramos. By invitation. Publicity: Ken Williams, 124 W. 55th St., JU. 6-8217. | TUDOR SQUARE SPORTSWEAR, INC. | 533 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Wednesday May 25 3:00 P.M. Cocktails | PRESS PREVIEW OF FALL COLLECTION Bagedonow will preview their Fall collection of coats, suits and ensembles in their new showroom, followed by cocktails. By invitation only. Publicity: Maxwell-Gray Fashion Service, 527 Lexington, PL. 3-5556. | BAGEDONOW | 247 WEST 38TH STREET SHOWROOM - 4TH FLOOR |
| Wednesday May 25 4:00 P.M. Cocktails | PREVIEW OF COCKTAIL FASHIONS FROM ITALY Afternoon and evening fashions, designed by Italian couturieres Sorelle Steiner of Milan. By invitation only. Publ.: Donna Cannon, MU. 7-5447. | SORELLE STEINER OF MILAN | HOTEL PLAZA WHITE & GOLD SUITE |
| Thursday May 26 10:30 A.M. | PREVIEW: JACQUES FATH FALL COLLECTION The Jacques Fath Fall coat and suit collection for Schindelheim & Lupia at press preview. By invitation. Publicity: Eleanor Lambert, MU. 8-2130. | SCHINDELHEIM & LUPIA | 491 SEVENTH AVENUE SHOWROOM - 20TH FLOOR |

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| Thursday May 26 12:00 Noon Luncheon | PREVIEW OF FALL COLLECTION Preview of Nelly de Grab's Fall collection. By invitation only. Trade showings from Tues., May 31, at their showroom. Contact: BR. 9-2581. Publicity: Sidney Dee Bloeme, JU. 6-4490. | NELLY DE GRAB (533 SEVENTH AVENUE) | HOTEL PLAZA TERRACE ROOM |
| Thursday May 26 12:00 Noon Luncheon | "TOMMIES" SLEEPWEAR & LOUNGEWEAR FOR FALL Kaylon will present the Fall and Back-To-School collection of "Tommies" sleepwear and loungewear. By invitation only for press and buying offices. Contact: Betty Greenwald at Kaylon, MU. 9-6292. | KAYLON, INC. | HOTEL AMBASSADOR BALLROOM |
| Thursday May 26 4:00 P.M. Cocktails | PREVIEW: FALL DRESS COLLECTION David Crystal will present their Fall dress collection. (Note Change of Place.) By invitation. Publicity: Terry Mayer, BR. 9-6560. | DAVID CRYSTAL | 498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| Tuesday May 31 4:00 P.M. Cocktails | PRESS PREVIEW OF FALL COLLECTION Elfreda's Fall collection, designed by Andrew Woods, will be presented to the press. By invitation. <u>Trade showings from June 7 at 1:00 P.M. daily.</u> Contact: Marilyn Carroll or Joe Arnone, CH. 4-2659. | ELDREDA, INC. | 498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Wednesday June 1 8:45 A.M. Breakfast | BREAKFAST CLINIC AND "AUGUST" ISSUE FASHIONS Presentation of Fall fashions from the August issue. Admission by ticket for promotional tie-in stores. Contact: Frances Hodges, PL. 9-8100. | SEVENTEEN MAGAZINE | HOTEL AMBASSADOR PARK AVE. AT 51ST ST. |
| Wednesday June 1 9:30 A.M.- 12:00 Noon Breakfast | PREVIEW OF SCARVES FOR FALL Press preview of Fall and Winter Scarves by Vera, with introduction of officials from Haiti. By invitation only. <u>Daily trade showings from June 6.</u> Contact: OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197. | SCARVES BY VERA | 417 FIFTH AVENUE SHOWROOM - 4TH FLOOR |
| Beginning Wednesday June 1 10:00 A.M. | OPENING OF FALL COLLECTION The Adele Simpson Fall collection will be presented at 10:00 A.M. By invitation and appointment only. Contact: LA. 4-7626. | ADELE SIMPSON, INC. | 530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR |
| Wednesday June 1 12:00 Noon Luncheon | ANNUAL INFANTS' LUNCHEON SHOW Kleinert's annual luncheon for infants' wear buyers and press. By invitation. Publicity: Virginia MacAuley at Kleinert's, MU. 2-8891. | KLEINERT'S (485 FIFTH AVENUE) | HOTEL SHERATON ASTOR GRAND BALLROOM |
| Wednesday June 1 3:45 P.M. Cocktails | PREVIEW OF FALL COLLECTION Heatherlane will preview their Fall collection, designed by Melba Hobson, in regular and junior sizes. By invitation only. <u>Trade showings daily from June 2.</u> Contact: WI. 7-5285. Publ.: Sidney Dee Bloeme, JU. 6-4490. | HEATHERLANE | 1385 BROADWAY SHOWROOM - 2ND FLOOR |
| Wednesday June 1 4:00 P.M. Cocktails | PRESS PREVIEW OF FALL COLLECTION Preview for the press of the Pierre Balmain collection for Fall-Winter 1955. <u>Trade showings June 8, 9, 10, 13, 15, 17 at 10:30 A.M.</u> By invitation only. Contact: Dorothy Smith, CH. 4-2659. | PIERRE BALMAIN, INC. | 498 SEVENTH AVENUE SHOWROOM - 18TH FL. |

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| Beginning Wednesday June 1. | OPENING OF FALL COLLECTION Afternoon, cocktail, evening fashions. By appointment. Contact: PL. 5-9135. | ROSSINO & ANGELA | 19 WEST 57TH STREET SHOWROOM |
| Beginning Wednesday June 1 | PREVIEW OF FALL COLLECTION Showing of Eleanora Garnett's daytime, cocktail and evening fashions. By invitation only. Contact: Anita Casey, EL. 5-5275. | ELEANORA GARNETT | 47 EAST 51ST STREET SALON |
| Thursday June 2 9:00 A.M. Breakfast | BONNIE CASHIN DESIGNS AT BREAKFAST PREVIEW Preview of Bonnie Cashin's Fall leather collection for Philip Sills; and Fall coats and suits for Siggy. <u>Showing at 9:30 A.M.</u> By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447. | PHILIP SILLS; SIGGY COATS | HOTEL PIERRE BALLROOM |
| Thursday June 2 10:30 A.M. And 11:30 A.M. | PRESS PREVIEWS OF FALL COLLECTIONS Fall dresses, suits and ensembles by <u>Leonard Arkin at 10:30 A.M.</u> ---trade at 10:30 and 3:30, from June 6; <u>Andrew Arkin at 11:30 A.M.</u> ---trade at 11:30 and 2:30, from June 6. Contact: Miss Freddy Rosenstock, WI. 7-5324. | LEONARD ARKIN & SON; ANDREW ARKIN, INC. | 530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |
| Thursday June 2 11:00 A.M. | PREVIEW OF FALL COATS AND SUITS Preview for press and resident buyers of Frank Gallant Originals -- coats and suits for Fall. By invitation. <u>Trade showings beginning Tuesday, June 7 at 11:00 A.M.</u> Contact: Herbert Gallant, LA. 4-7286. | FRANK GALLANT ORIGINALS | 205 WEST 39TH STREET SHOWROOM - 5TH FLOOR |
| Thursday June 2 11:00 A.M. And 3:00 P.M. | PREVIEWS OF JUNIOR FALL COLLECTIONS Fall collection of coats, suits and ensembles at 11:00 A.M.; dresses and costumes at 3:00 P.M. By invitation. <u>Trade showing from Tues., June 7 at 10:30 A.M. and 3:00 P.M.</u> Contact: Ray Horwitz, LO. 4-1860. | JACK HORWITZ ASSOCIATES | 498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Thursday June 2 2:00 P.M. | PRESS PREVIEW OF FALL COLLECTION Preview showing for resident buyers and the press of the Fall collection of Abe Schrader dresses, suits and ensembles, designed by Belle Saunders. By invitation only. <u>Trade showings beginning Tues., June 7 at 11:30 A.M. and 3:30 P.M.</u> Publicity: Betty Yarmon at Abe Schrader, LO. 4-9194. | ABE SCHRADER CORP. | 530 SEVENTH AVENUE SHOWROOM - 15TH FL. |
| Thursday June 2 4:00 P.M. Cocktails | PREVIEW OF FALL JUNIOR COLLECTION Preview for press and resident buyers of the Hayette Junior collection for Fall. By invitation. Publicity: Terry Mayer, BR. 9-6560. | HAYETTE JUNIORS | 498 SEVENTH AVENUE SHOWROOM - 23RD FL. |
| Thursday June 2 4:00 P.M. | PREVIEW OF FALL COLLECTION Preview for the press and resident buyers of Fall collection. By invitation. <u>Trade, Mon., June 6 at 12:00 Noon daily.</u> Contact: LO. 5-0525. | DONALD DRESS, INC. | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Thursday June 2 4:00 P.M. Cocktails | PRESS PREVIEW OF FALL COLLECTION Oleg Cassini's press preview of Fall collection. By invitation. <u>Daily trade showings at 1:15 P.M. from Tues., June 7.</u> Contact: BR. 9-5986. Publ: Barbara Yarosh at Alfred Davidson Assoc., PL. 5-0868. | OLEG CASSINI, INC. | 498 SEVENTH AVENUE SHOWROOM - 11TH FL. |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Thursday June 2 4:00 P.M.- 6:00 P.M. Cocktails | HAIR FASHION SHOW-- PREMIERE FOR PRESS The American Hair Design Institute presents its new fashion wing, "Coiffures Americana," for department store beauty salons in 50 cities. Hair-styling fashion show and demonstration by Ruel, Style Director. By invitation only. Publicity: Barkann & Platt, 57 W. 57th St., PL. 5-8252. | AMERICAN HAIR DESIGN INSTITUTE | WALDORF-ASTORIA JANSEN SUITE |
| Thursday June 2 4:00 P.M.- 7:00 P.M. Cocktails | LADY HATHAWAY SHIRTS BY DIGBY MORTON Designs by Digby Morton of Lady Hathaway shirts and Custom Craft skirts will be on display at a cocktail party for fashion coordinators and press. By invitation only. Publicity: Janet Laib at Hathaway, MU. 9-4157. | C.F. HATHAWAY CO. | HATHAWAY HOUSE 112 EAST 40TH STREET |
| Friday June 3 11:00 A.M. | PRESS PREVIEW OF FUR COLLECTION Preview for the press of Revillon's new fur collection. By invitation only. Contact: Mr. W.C. Paige, PL. 9-5504. Trade showings daily thereafter by appointment. Contact: LO. 5-5832. | REVILLON WHOLESALE, INC. | 352 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Friday June 3 8:00 P.M. Dinner | TESTIMONIAL DINNER FOR ELIZABETH FAIRALL Special celebration to honor the 50 years of service of Elizabeth Fairall, vice-president of Julius Garfinckel & Co., Washington, D.C. Chairman: Dorothy Shaver. Tickets: \$25.00 per person. Contact: Julia Raymond, 498 Seventh Ave., 23rd floor, CH. 4-1542. | LEADING RETAILERS & MANUFACTURERS | WALDORF-ASTORIA GRAND BALLROOM |
| Monday June 6 8:30 A.M. Breakfast | PREVIEWS OF FALL COLLECTION Four previews-- <u>June 6: 8:30 A.M. & 12:00 Noon; June 7: 8:30 A.M. & 12:00 Noon. By invitation only. Daily breakfast for the trade, beginning Wed., June 8 at 8:30 A.M.; showing at 9:15 A.M.</u> Contact: Lee Weber, CH.4-4587. | CAROLYN SCHNURER, INC. | 1410 BROADWAY SHOWROOM - 23RD FLOOR |
| Monday June 6 12:00 Noon Luncheon | PRESS PREVIEW: FALL LINGERIE AND HOSIERY Showing to the press of Luxite lingerie and hosiery for Fall and Winter, 1955. By invitation only. Publicity: Rita Jane Lysen, Daniel J. Edelman & Assoc., 440 Merchandise Mart, Chicago 54, Ill., Superior 7-7717. Contact: George M. Hawes, Holeproof Hosiery Co., 330 Fifth Ave., OX. 5-5880. | LUXITE LINGERIE & HOSIERY (330 FIFTH) | HOTEL AMBASSADOR DIPLOMAT SUITE |
| Monday June 6 12:00 Noon | OPENING OF FALL & WINTER COLLECTION "Things Look Good For Fall"--showing of Louis Goldstein's Fall and Winter coat and suit collection. (Show followed by luncheon). By invitation only. Contact: Dorothy Levine, CH. 4-3512. | LOUIS GOLDSTEIN CO., INC. | 512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR |
| Monday June 6 12:30 P.M. | SHOWING OF TRANSITIONAL COTTONS Saks 34th will present transitional cottons. Press invited. Open to public. (<u>Note Change of Date</u>). Publicity: Frances Eisner, LA. 4-7000. | SAKS 34TH STREET | 4TH FLOOR |
| Beginning Monday June 6 2:30 P.M. | MISSES & PETITES FALL COLLECTION Showing of the Varden Petite collection for Fall and introduction of their misses line, designed by Patrick. By reservation. Contact: Muriel Morris, PE. 6-5460. | VARDEN DRESS, INC. | 530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR |

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| Tuesday June 7 2:30 P.M. | PREVIEW OF FALL DRESS COLLECTION Mam'selle's Fall dress collection, designed by Betty Carol, will be presented to resident buyers. By invitation. <u>Daily showings at 2:30 P.M.</u> Contact: Irving Manners, CH. 4-8876. Publ.: Eleanor Lambert, MU. 8-2130. | MAM'SELLIE DRESS, INC. | 498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Tuesday June 7 4:00 P.M. Cocktails | PRESS PREVIEW: FURS BY RALPH MARANO Russeks will present their Fall 1955 wholesale fur fashions by Ralph Marano. By invitation only. Publicity: Florence Lord, WI. 7-1900. | RUSSEKS FIFTH AVENUE | 390 FIFTH AVENUE WHOLESALE - 9TH FLOOR |
| Tuesday June 7 4:00 P.M. | PREVIEW: FALL RAINWEAR & RAINWEAR ACCESSORIES Helen Van Vliet will preview her Fall collection of rainwear and accessories. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | HELEN VAN VLIET | 525 SEVENTH AVENUE SHOWROOM |
| Tuesday June 7 4:00 P.M. | NINETEENTH ANNUAL COLLEGE CLINIC "Mademoiselle" preview of back-to-school fashions from the August college issue. By invitation only, for official tie-in stores. Contact: Ninki Hart, Promotion Dept., PL. 9-2080. | MADMOISELLE MAGAZINE (575 MADISON AVENUE) | HOTEL SHERATON ASTOR GRAND BALLROOM |
| Tuesday June 7 4:30 P.M. Cocktails | PREVIEW: FALL DRESS & SEPARATES COLLECTIONS Preview for buyers and press of "Young Viewpoint" dresses and "Kaye Greer" separates for Fall, designed for half-sizes. Cocktails, 4:30 P.M., Empire Room. By invitation. Publ.: Saul Krieg Associates, PL. 3-1543. | GINSBURG & ABELSON | WALDORF-ASTORIA EMPIRE & SERT ROOMS |
| Tuesday June 7 5:00 P.M. | PREVIEW: FALL COUTURE, BOUTIQUE COLLECTIONS Jane Derby's Fall couture and boutique collections will be presented to the press. By invitation. <u>Trade at 10:30 A.M.-June 8, 10, 14, 16.</u> Contact: Estelle Marr, PL. 5-1830. Publicity: Eleanor Lambert, MU. 8-2130. | JANE DERBY | 785 FIFTH AVENUE SHOWROOM - 5TH FLOOR |
| Beginning Tuesday June 7 | OPENING OF FALL COLLECTION Daytime, cocktail and evening fashions, shown daily. Contact: PL. 8-2014. | MARY BLACK | 18 EAST 50TH STREET SHOWROOM - 10TH FLOOR |
| Wednesday June 8 10:30 A.M. | PREVIEW: FALL COAT AND SUIT COLLECTION Arthur Jablow will present his Fall collection of couture coats and suits to press and buyers. By invitation only. Trade showings daily thereafter at 10:30 A.M. Publicity: Rose Hilton, 475 Fifth Ave., MU. 5-5133. | ARTHUR JABLOW, INC. | 530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR |
| Wednesday June 8 12:00 Noon Champagne | FALL COLLECTION DESIGNED BY ESTEVEZ Preview of Grenelle's Fall cocktail and evening fashions, designed by Estevez. By invitation. <u>Daily showings, 12:00 Noon.</u> Contact: LO. 4-5820. | GRENELLE | 550 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Wednesday June 8 2:30 P.M. | PRESS PREVIEW: FALL COLLECTION BY BRIGANCE Sportsmaker will present a press preview of Brigance's Fall collection of blouses, separates and dresses. By invitation. <u>Daily trade showings at 2:30 P.M. beginning Thursday, June 9.</u> Contact: Julie Isles at Sportsmaker, LO. 3-1534. | SPORTSMAKER, INC. | 498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR |

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| Wednesday June 8 4:00 P.M. Cocktails | PREVIEW OF FALL SPORTSWEAR COLLECTION Preview of Greta Platty's Fall collection of separates and sportswear. By invitation. Publicity: Margaret Hodge, BR. 9-2643. | PLATTRY COUNTRY WEAR | 498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR |
| Thursday June 9 8:45 A.M.- 2:00 P.M. | ANNUAL FALL FASHION CLINIC Fall Fashion Clinic and Exhibit for retail executives, resident buyers, textile firms and advertising agencies. By reservation only. Contact: Monroe E. Michels, MU. 5-4400. | PARENTS' MAGAZINE (52 VANDERBILT AVE.) | HOTEL SHERATON ASTOR GRAND BALLROOM |
| Thursday June 9 9:00 A.M. Breakfast | PREVIEW: LEATHER & SUEDE FASHIONS Samuel Robert will present his Fall fashions in leather and suedes. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420. | SAMUEL ROBERT (1407 BROADWAY) | HOTEL AMBASSADOR TRIANON ROOM |
| Thursday June 9 10:30 A.M. | PRESS PREVIEW OF FALL COLLECTION Tina Leser's Fall collection will be presented to the press. By invitation. Contact: Martin Nelson, EL. 5-5540. | TINA LESER | 23 WEST 57TH STREET SHOWROOM - 3RD FLOOR |
| Beginning Thursday June 9 11:30 A.M. | OPENING OF FALL DRESS COLLECTION Countess Alexander will present her Fall collection of afternoon, cocktail and evening fashions at 11:30 A.M. daily. Contact: CH. 4-5693. | COUNTESS ALEXANDER | 498 SEVENTH AVENUE SHOWROOM - 21ST FL. |
| Thursday June 9 12:30 P.M. Luncheon | PRESS PREVIEW: FALL- WINTER FUR COLLECTION Press showing of Leo Ritter's Fall and Winter fur collection. By invitation. <u>Daily trade showing beginning Mon., June 13 at their showroom - 10:30 A.M. and 2:30 P.M.</u> By appointment. Contact: BR. 9-8144. Publicity: Eleanor Lambert, 785 Fifth Ave., MU. 8-2130. | RITTER BROTHERS (224 WEST 30 ST.) | HOTEL PLAZA BALLROOM |
| Thursday June 9 1:00 P.M. | PREVIEW OF FALL DRESS COLLECTION Richard Cole's preview of the Fall dress collection, designed by Alan Phillips. By invitation. <u>Daily trade showings at 1:00 P.M.</u> Publicity: Ken R. Williams, JU. 6-8217. | RICHARD COLE, INC. | 498 SEVENTH AVENUE SHOWROOM - 18TH FL. |
| Thursday June 9 1:00 P.M. | PRESS PREVIEW OF FALL COLLECTION Preview of William Fox's Fall collection. By invitation. Trade showings at 1:00 P.M. thereafter. Publicity: Mildred Kaldor, MU. 9-5420. | WILLIAM FOX, INC. | 530 SEVENTH AVENUE SHOWROOM - 21ST FL. |
| Thursday June 9 2:30 P.M. | OPENING OF FALL COLLECTION Pauline Trigere's Fall collection will be presented at 2:30 P.M. Also, June 10 at 10:30 and 2:30; June 14, 15, 16 at 2:30 P.M. By invitation only. Contact: Cecille Gordon, LO. 3-1600. | TRIGERE, INC. | 550 SEVENTH AVENUE SHOWROOM - 16TH FL. |
| Thursday June 9 2:30 P.M. | OPENING OF FALL COLLECTION Showing of the Clare Potter Fall collection at 2:30 P.M. daily. Contact: Lorraine Kehoe, PE. 6-4167. | CLARE POTTER, INC. | 498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR |